

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: ALVES, Manuel

SERIAL NO.: 10/573,269

ART UNIT: 3637

FILED: August 22, 2006

EXAMINER: Purol, S. L.

TITLE: STAND FOR DISPLAYING ARTICLES, SUCH AS FLAT-PACKED ARTICLES

Amendment A: CLAIM AMENDMENTS

Claims 1 - 13 (canceled).

14. (new) A display rack for receiving edge-standing articles comprising:

a rail suitable for receiving the edge-standing articles, said rail having a surface with wide pleats thereon;

a back rest slidably mounted on said rail, said back rest having a hand-operated pull strip so as to allow said back rest to be positioned in a desired location on said rail, said rail having a pair of rows of wide serrated parallel pleats formed over an entire length of an area over which said back rest is slidable on said rail, a linking zone connecting side portions of said rail, said back rest having a supporting back and a serrated pleated surface suitable for receiving the edge-standing articles and a pair of internal lateral partitions and a lower face, said back rest having a pair of toes positioned on said rail so as to guide said back rest along said track, said back rest having a limit stop positioned in a lower section thereof, said pull strip being positioned under said back rest and above an upper face of said linking zone, said pull strip being retracted and within an area of said rail when not in use, said pull strip bearing on a rear stop of said back rest so as to cause said back rest to slide on said rail; and

a backslide-preventing device independent of said wide pleats of said rail, said backslide-preventing device having a pair of indexed extension pieces and a pair of complementary

toothed counterparts, said pair of indexed extension pieces being integrally formed with said internal lateral partitions and said lower face of said back rest, each of said pair of indexed extension pieces having several teeth, said pair of complementary toothed counterparts being positioned on lateral extremities of said rail, each of said pair of complementary toothed counterparts having teeth extending over an entire area over which said back rest slides on said rail, said teeth of said indexed extension pieces an of said complementary toothed counterparts being of a smaller size than a size of said wide plates, said rail and said back rest and said pull strip being formed of a polymeric material.

15. (new) The display rack of Claim 14, further comprising:

a semi-automatic returning means for allowing an operator to move said back rest backwards by said pull strip, said semi-automatic returning means comprising a front stop positioned on said rail so as to cause said back rest to tip into position of disengagement when said pull strip is pulled forward, said indexed extension pieces disengaging from said complementary toothed counterparts in said position of disengagement, said pull strip extending from said back rest when said back rest is tipped; and

a back stop positioned on said rail so as to cause a tipping of said back rest from said position of disengagement to a normal use position at the end of travel of said back rest on said rail, said indexed extension pieces engaging said complementary toothed counterparts in said normal use position.